

APPLICANT INFORMATION

BOOTH INFORMATION

EXHIBIT DESCRIPTION

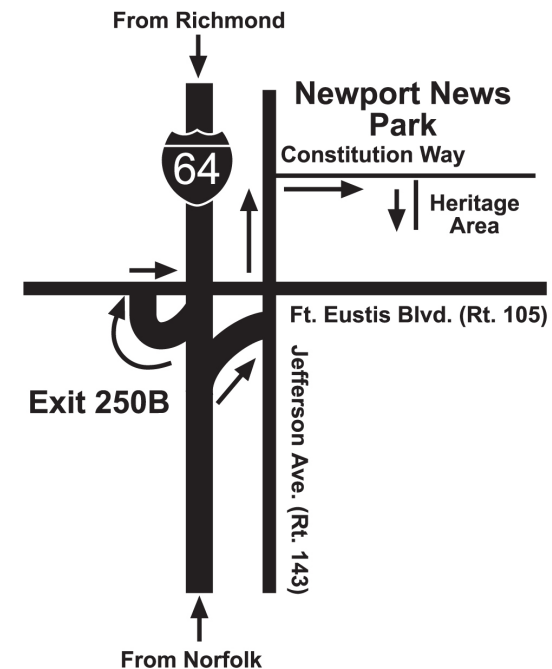
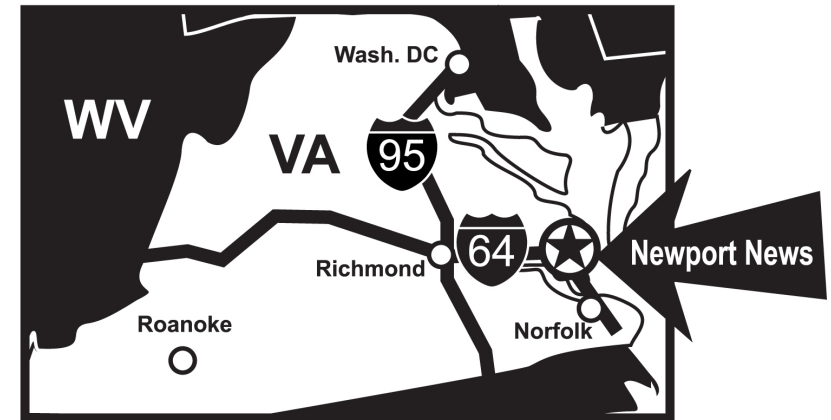
AGREEMENT

Newport News Parks, Recreation & Tourism
Newport News Fall Festival of Folklife
Fountain Plaza Two
700 Town Center Drive, Suite 320
Newport News, VA 23606

HOW TO APPLY

READ!	Read this entire brochure and application form, even if you've applied in previous years—procedures often change, and failure to carefully follow instructions may affect acceptance.
APPLY	<p>If this is your first time applying for the Heritage Area, please enclose a photo of your exhibit and work. Brochures or newspaper articles about your work may also be included.</p> <p>Any exhibitor not selling merchandise will be paid an honorarium. Exhibitors selling wares will not receive an honorarium (no exceptions). Please mark your preference on the application form.</p> <p>A self-addressed, stamped envelope of standard business size (#10 or smaller) must accompany the application. This envelope will be used for notification of acceptance or non-acceptance.</p>
MEET DEADLINE	Postmark deadline for your entry is Wednesday, April 15, 2015. It is the responsibility of the applicant to make sure we receive your application. If you are concerned, send your application certified/return receipt requested to verify delivery.
RECEIVE NOTIFICATION	Notice of acceptance or denial will be mailed by Monday, June 15, 2015. Decisions of the Selection Committee are final. Because of the jurying process, the Newport News Fall Festival does not maintain a waiting list.
RECEIVE ASSIGNMENT	Booth assignments and important set-up information will be mailed by Friday, September 4, 2015. If you change your address at any time during the application process, please notify us immediately.
MAKE PLANS	Information on special discounted rates for crafters, exhibitors and their guests at local hotels will be included with your set-up information—make your reservations early!
ASK!	Contact us if you have questions. Please call the Department of Parks, Recreation & Tourism at (757) 926-1400, Monday-Friday, 8:00 a.m.-5:00 p.m., or e-mail festivals@nngov.com .

HOW TO
FIND US . . .



Need information about hotels, camping,
or local attractions?

Call 1-888-493-7386

Newport News Visitor Center

www.newport-news.org

THE NEWPORT NEWS FALL FESTIVAL IS . . .

- A celebration of the crafts, folk entertainment, and trades that have been passed down from generation to generation
- Craft and trade demonstrations in the Heritage Area, country-inspired merchandise in the "Country Store," the "Juried Crafts" area where craft artisans compete for prizes, the "Marketplace" with a wide array of handmade crafts, a Food Court with both traditional and unusual festival foods, an old-fashioned Children's Area with hands-on crafts, and multiple stages of entertainment featuring folk music, dancers, and performers to delight all ages
- Held the first full weekend each October on Saturday and Sunday
- Set in a wooded area of the beautiful, 8,000-acre Newport News Park
- Over 250 local, regional, and national crafters
- Over 70,000 visitors each year
- Presented by Newport News Parks, Recreation & Tourism

THE HERITAGE AREA IS . . .

A demonstration area featuring traditional folk life, crafts, and trades.

Heritage Area Exhibitors do not compete for prizes in individual categories, but do compete for the \$200 "Heritage Area Best Display" award and the \$200 "Heritage Area Best Demonstration" award.

Call (757) 926-1400 if you have questions about which area you would fit in best.

RULES FOR THE HERITAGE AREA (save this information for future reference):

EXHIBITOR STANDARDS	Exhibitors must demonstrate traditional folk life, crafts, or trades. Crafts must be traditionally handcrafted, of original design, and constructed with natural materials. Pre-manufactured components, kits, commercially molded ceramics, synthetic materials, imports, flea market items, and wholesale (buy/sell) merchandise are NOT acceptable. Failure of accepted exhibitors to display the type of work shown in application photograph(s) or described in the application may result in dismissal from the Festival without a refund, and may affect future Fall Festival acceptance and participation. Any items of work not listed in the application, not acceptable, and/or not created by the exhibitor must be removed from the show. All articles and displays must be in good taste with no reference to race, ethnic, gender, sexual, or religious prejudice. No obscene items will be allowed.
SELECTION COMMITTEE	An independent Selection Committee will review the applications and photographs for acceptance/non-acceptance. Decisions of the Selection Committee are made during a one-day review and deliberation session, and the Committee will not re-convene once decisions are made—all decisions of the Committee are final. The Selection Committee's criteria for admission into the show is based on how the applicant meets the above-stated Exhibitor Standards. The Selection Committee reserves the right to remove any work from the show which does not meet the Standards. A new Selection Committee is formed each year, so acceptance and non-acceptance one year does not mean automatic acceptance/non-acceptance the following year or in the future.
BOOTH SPACES & ELECTRICITY	Each space will be approximately 10'x10' in an open, grassy area of the park. Exhibitors are encouraged to develop frontal-only displays to reduce congestion. A new booth site plan is created each year. Unfortunately, we cannot guarantee requests for specific booth sites. Booth assignments will be mailed by Friday, September 4, 2015. Requests for electricity will only be considered from those exhibitors who require electricity for the completion of their work on-site and who have made the request on their application. Requests made on-site for electricity or other equipment cannot be honored.
WEATHER	There is no rain site or rain date. The Festival and all booths will remain open unless Festival Staff determines the conditions to be severe. Exhibitors should come prepared with suitable materials to protect their work. Failure to remain open during all festival hours, rain or shine, may result in loss of honorarium and rejection for future festivals.

SET-UP TIMES & PROCEDURES	Show dates are October 3 & 4, 10:00 a.m. to 5:00 p.m. daily. Set-up dates are October 2 from 12:00 noon to 5:00 p.m. and October 3 from 6:30 a.m. to 8:30 a.m. Cars may not remain in the exhibit area. Pets and bicycles are not permitted in the Festival area. Parking and additional set-up information will be mailed by Friday, September 4, 2015.
TAXES	Each exhibitor is responsible for applicable tax if selling their work. Contact the Department of Taxation at (757) 594-7489 if you have any questions.
JUDGING	Judging will begin at 10:00 a.m. on Saturday, October 3. A bright marker will be left at your booth once the judge has visited, and the announcement of winners will be made on Saturday as soon as the final decisions are made, usually by 3:00 p.m. Ribbons for the winners will be awarded on-site once the judge's decisions are made.
MANNING OF BOOTH SPACE	All exhibitors must be prepared with sufficient inventory to display for the duration of the show and must preside over their exhibits. Staff will not tent sit for any reason due to liability. It is strongly recommended that you bring a friend or family member to assist you with set-up, breakdown, and to man your booth during breaks and re-stocking.
NO REFUND POLICY	An application is a commitment to show when accepted by the Selection Committee. No honorarium will be paid for cancellation by the Exhibitor after notification of acceptance or for removal from the Festival. In addition, no honorarium will be given if Festival Staff determines it is necessary to cancel the Festival for any reason.
RIGHTS	Newport News Parks, Recreation & Tourism reserves the following rights: 1. To review all displays throughout the show to ensure that all rules are being followed; 2. To not be responsible for any loss, theft, or damage; 3. To refuse any work considered unsuitable or inappropriate; 4. To change space assignments if deemed necessary; 5. To change an applicant's category/section according to show standards; 6. To limit the size/type of vehicles allowed access to paved pathways and where conditions are not suitable for vehicles; and, 7. To dismiss exhibitors from the 2015 event and exclude them from future festivals for failure to comply with Festival rules and regulations.





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700 Town Center Drive, Suite 320
Newport News, VA 23606
1000-350-37-3710-552010

42nd Annual Newport News Fall Festival *of Folklife*

Heritage Area
APPLICATION



Show Dates: October 3 & 4, 2015
Application Due: April 15, 2015

Newport News, Virginia